The Book of the Year.

Fifth Million.

WHAT TO EAT, DRINK, AND AVOID.

By a Food Specialist.

With the
Conclusive Testimony
of the
Medical Profession,
The Press, and
The Public.

ENTD AT STATIONERS HALL

P13746

DR. TIBBLES' Vi-Cocoa Ltd.,
60, 61, & 62, BUNHILL ROW, LONDON, E.C.
TELEGRAPHIC ADDRESS: "TEACUPFUL, LONDON."

"In the front rank of really valuable foods."—*The Lancet.*

DR. TIBBLES' ADDRESS TO THE PUBLIC.

During a period extending over thirty-five years as a Medical Practitioner, I have frequently met with Patients where Tea, Coffee, and even Cocoa produced nervous irritation, &c.

For many years I devoted my attention to the discovery of a NUTRITIVE AND DIGESTIVE SUBSTITUTE for these articles, and after GREAT RESEARCH AND SCIENTIFIC EXPERIMENTS, I succeeded in preparing a Compound of Malt, Hops, Kola, and Cocoa (substances of well-known dietetic value), and I can now, without the slightest hesitation, pronounce this Compound (registered in the name of Vi-Cocoa) to be THE MOST PERFECT FOOD-BEVERAGE EVER PLACED BEFORE THE PUBLIC. It is also, because of its purity, the CHEAPEST article of the kind in the market.

I am, yours obediently,

W. TIBBLES.

22503296448

"The most PERFECT FOOD BEVERAGE ever placed BEFORE THE PUBLIC."

THESE words will be found in the remarkable address to the public published on the opposite page, and wrapped round every tin or packet of Dr. Tibbles' Vi-Cocoa. They are now echoed daily in the homes of hundreds of thousands of the people, who, having tried Dr. Tibbles' Vi-Cocoa as an experiment, cannot be induced to go back to the sickly, insipid, and often injurious preparations previously used. Merit, and merit alone, has made this wonderful Food Beverage a Proved Success, and the remarkable particulars published in this book support our statement that its merits have been recognised to an extent hitherto unknown in the history of any preparation. One thing is certain. Nothing has ever been discovered that can approach it in giving lightness of heart, joy of life, fleetness of foot, and that general feeling of comfort which only comes from a full capacity to enjoy every pleasure, moral, intellectual, and physical.

The majority of men and women have, from their very childhood, been so accustomed to fly to nauseous drugs and medicines, that it is a difficult matter to get them to believe that strength and muscular activity, rosy cheeks and health, can be obtained without the use of such aid. Yet it can be done. A food beverage such as Dr. Tibbles' Vi-Cocoa, with its unique powers of nutriment and exceptional vitalising properties, is a means whereby strength and nervous energy is gained as a rational outcome of increased vitality and the pleasing consequence of greater nourishment and sustenant forces.

Now comes the natural question: "What is Dr. Tibbles' Vi-Cocoa?" We will tell you. In the first place, it is not in any sense a medicine. As people become more intelligent, they see that they should try and prevent disease. It seems strange, when one comes to consider it, that the efforts of medical science are directed to curing, when preventing would seem to be a more

rational proceeding. Now it is dawning on the public to try and prevent, or at least to arrest, disease. It is in prevention that Dr. Tibbles' Vi-Cocoa plays an important part, acting solely as a first-class nourishing food—it strengthens the system to resist, oppose, and overcome the attacks of disease. You'll hear someone say: "So-and-so has a strong constitution"; follow that up, and you'll find that So-and-so follows the golden rule of being temperate in all things, and pays attention to diet and exercise. Does he or she keep up this strong constitution by taking medicines or swallowing pills? No, indeed! They have discovered that prevention is better than cure. Dr. Tibbles' Vi-Cocoa places a means in the hands of everyone to build up and maintain a sound constitution, which enables its possessor to travel his life's journey without the aches and pains which are in many cases preventible. Thus we come round again to sound common-sense based on experience.

The invigorative force of Dr. Tibbles' Vi-Cocoa is imparted in conjunction with the choicest Caracas Cocoa and Extract of Malt and Hops by the beneficent province of the rose-red seed or bean of the Kola Nut which is found in various parts of Central Africa, in the West Indies, and in Brazil. The tree whereupon this nut grows is a small one, bearing some resemblance to a chestnut, and it generally reaches to a height of from ten to twenty feet. The nut contains from ten to fifteen seeds, which are in the shape of a chestnut, and of diverse sizes. Some of these seeds are red and some are white.

The Kola Nut.

The Kola tree commences to produce nuts when it has attained to an age of ten years, and it is then capable of bearing eighty or ninety pounds of them twice annually.

The natives think very highly of these nuts, assigning to them various qualities.

When eaten they constitute an excellent stomachic.

The Africans masticate them much in the same way as the Brazilians do, and, in doing so, they ascribe to them quite marvellous characteristics.

One distinguished and observant traveller—Réne Caillié—tells us that some of the natives of Africa employ them in the place of money.

The White Kolas are looked upon as costly gifts; but if you should make anyone a present of a Red one it would be regarded as a grievous insult. The Kola Nut is sometimes utilised for the purposes of "administering oaths."

In the case of a weak heart the use of Kola exercises a distinctly beneficial effect; it likewise has nutrient and tonic properties.

From the commencement of the seventeenth century travellers related surprising accounts of the properties of these nuts; but it was not until the year 1805 that Dr. Daniell found out that they had in them an alkaloid corresponding with that which is to be found in tea, coffee, maté, and guarana.

So highly are these nuts prized in the Soudan that the gift of a few of them is looked upon by the recipient thereof as a distinguished honour.

During the prevalence of a drought one nut has sufficed to purchase a slave, while a high-born bride has been acquired for a handful of them.

The inhabitants of Guinea consider that if a portion of a seed be eaten before a meal it increases the flavour of any food or drink which may subsequently be partaken of.

Many of the tribes, which dwell at a great distance from the sea, readily give gold-dust in exchange for powdered Kola. An interchange of these nuts sometimes takes place amongst native chiefs; the white Kolas are emblematic of peace, but the red ones are sent when war is desired. They are even made use of in funeral ceremonies; for, when either a relative or a friend has died, it is customary for a mourner to piously place some Kola nuts on their place of sepulture.

An Emblem of Peace.

The mastication of the fresh nuts becomes an almost absolute need for the negroes, to whose gums it imparts strength, while it acts as a tonic to their digestive organs, moreover (and this is an important matter in a desert country where water is scarce), it has the property of rendering brackish water fresh and agreeable to the taste; in short, small doses thereof satisfy for some time the pangs of hunger, and it admits of the wayfarer's enduring severe physical exertion without any other food than that of rice. These facts can be attested by all African travellers.

Sustains Energy.

Kola contains more caffeine than coffee, more theobromin than cacao, more theine than tea. These alkaloids or vital first principles are, moreover, uncombined and pure, *i.e.*, not contaminated by admixtures with any other ingredient. Kola is a stimulant and a repairer of waste in wasting diseases; a powerful tonic to the digestive organs, thus preventing dyspepsia. It contains in an easily assimilated form some of the most vital principles of

Medical Value of Kola.

life, thus cheering the spirits, banishing depression, dispersing brain fag, and preventing insomnia.

Further, Kola exercises a most happy and beneficial influence on the liver and upon the kidneys, whilst its power of supporting vitality and repairing waste in persons of either sex who are over-worked, over-wrought, jaded, or run down, is marvellous.

The most valuable property of "True Kola," however, is its wonderful power of enabling persons eating it—or drinking it as a beverage when combined with choice cocoa, as in Dr. Tibbles' Vi-Cocoa—to undergo prolonged exertion without undue fatigue.

The Sustaining Power of Kola

is such that a workman, a brain worker, or a delicate woman may, by taking a single cup of Dr. Tibbles' Vi-Cocoa at breakfast, work all day without noticeable fatigue, such is its sustenant and restorative power. Remarkable instances of this are narrated in this book.

* * * * *

This brief epitome will convey to the discerning reader why Dr. Tibbles' Vi-Cocoa so far surpasses all other articles sold as beverages or food beverages in true sustenant and nourishing power. Dr. Tibbles' Vi-Cocoa is the true tonic pick-me-up *par excellence*.

* * * * *

Extract of Malt.

Much of the remarkable value of Dr. Tibbles' Vi-Cocoa, may be justly ascribed to a proportion of Extract of Malt being blended with it. Extract of Malt is rich in digestive power and has the valuable property of converting starchy foods into products (Dextrin and Maltose) easily digested and assimilated. Malt is, in fact, a pre-digested food, and when combined with other foods, aids digestion.

* * * * *

It is specially useful when mixed with Cocoa, etc., to form a beverage for children. It is also invaluable to invalids, busy brain workers,

and others where a certain amount of predigestion is desirable. The Extract of Malt contained in Dr. Tibbles' Vi-Cocoa is specially rich in diastase or digestive power.

In addition to the properties named in the foregoing, the use of Dr. Tibbles' Vi-Cocoa tends to improve the appetite and to promote "Nature's sweet restorer," sleep. This is partly owing to the Kola Nut it contains, but also to the addition of Extract of Hops which is sedative and thus soothes the nerves. It is anodyne, thus assuaging pain. It is also a stomachic tonic, and therefore allays any tendency to an inflammatory condition of the stomach. Extract of Hops is used medically to improve the appetite, as a tonic in low states of the system, and to promote healthy, restorative sleep.

Extract of Hops.

* * * *

Extract of Hops is contained in its purest, most agreeable and effective form in Dr. Tibbles' Vi-Cocoa.

The Rev. F. F. Taylor, Suddenham, via Manchester, writes:— "I like Dr. Tibbles' Vi-Cocoa very much, and have used it every day. I believe it is all you represent it to be. It is far away to be preferred to tea, coffee, and other cocoas."

Mr. F. Bottoins, 215, Hyde Road, Denton: "Dr. Tibbles' Vi-Cocoa is the best preparation we have ever had and we mean to stick to it."

Mrs. M. Lister, 3, Cecil Street, Prescott: "I must say Dr. Tibbles' Vi-Cocoa is all that is claimed for it, and is really delicious. I never liked ordinary cocoa, but can take Dr. Tibbles' Vi-Cocoa."

Mr. N. M. Brook, 32, Doria Road, Hurlingham, S.W.: "I feel it only fair and just to write and tell you what wonderful good Dr. Tibbles' Vi-Cocoa has done for my little boy. He is two and a half years old, and generally a pale child, but for a month he has taken Dr. Tibbles' Vi-Cocoa, and everybody exclaims at his beautiful appearance and rosy cheeks I can see a marked improvement in the child, and put it all down to your cocoa. I shall certainly recommend it as much as possible."

Mr. J. Kerr 48, Essex Street (off Park Street), Liverpool: "I have tried Dr. Tibbles' Vi-Cocoa, and can safely recommend it to anyone who is delicate. I shall always use it in future."

Important to Ladies.

By nourishing the body, the cheeks become rosy and plump, whilst the strength and nervous energy thus gained is the natural outcome of increased vitality.

Health and happiness are to a great extent matters of digestion and nutriment. It is only by the proper assimilation of food that the waste of tissue daily taking place can be stopped.

It cannot be done with medicine.

It can, however, be done with a perfect food beverage, such as Dr. Tibbles' Vi-Cocoa, which possesses exceptional vitalising properties. It will save your digestion part of its work, and is far more nourishing and sustenant than tea or the ordinary cocoa, whilst it possesses a tonic and recuperative force possessed by neither.

Dr. Tibbles' Vi-Cocoa is pleasant and palatable, and embodying as it does the numerous principles contained in Malt, Hops, Kola, and Cocoa, it imparts nourishment and builds up strength. As a Food Beverage it is invaluable.

Mrs. King, Linden Cottage, Wimbledon Hill, Surrey, writes:—"I think Dr. Tibbles' Vi-Cocoa a delicious drink, and it quite fulfils all said about it."

Mrs. Budden, Bradwardine, Bournemouth, writes:—"I like Dr. Tibbles' Vi-Cocoa, and shall certainly use it in future."

Dr. Tibbles' Vi-Cocoa—6d., 9d., and 1s. 6d.—can be obtained from all Chemists, Grocers, and Stores, or from Dr. Tibbles' Vi-Cocoa, Limited, 60, 61, and 62, Bunhill Row, London, E.C.

As an unparalleled test of merit, a dainty sample tin of Dr. Tibbles' Vi-Cocoa will be sent free on application to any address, if when writing (a post-card will do) any lady will name this pamphlet.

EXCESSIVE TEA DRINKING.

A Really Nourishing Beverage Offered Free.

TO the sedentary brain-worker who sits hour after hour in a stuffy room, coining his thoughts into current literature; to the lawyer poring over his brief, or reading hard; to the quill-driver; we say, take Dr. Tibbles' Vi-Cocoa. Give up drinking tea which, even if properly infused, is only a stimulant, and **not** a nourishing beverage. As usually decocted, it is washy and deleterious, and the experience of Mr. L. Caselton, which has recently been published throughout the United Kingdom with such remarkable effect, is the experience of hundreds of thousands of people. Mr. Caselton, in the first place, wrote from 16, George Street, Greenwich, London, S.E., as follows: —"I have derived so much benefit from the excellent Dr. Tibbles' Vi-Cocoa that I feel I must write and tell you. I have been for years a martyr to a very bad form of headache, which attacked me nearly every day, sometimes quite prostrating me. I was advised to give up drinking tea entirely, and take cocoa as a beverage. I decided to try Dr. Tibbles' Vi-Cocoa, which I commenced taking some months ago, and I am glad to say that since then I have been quite free from my dread enemy, headache. I feel confident that this was brought about by Vi-Cocoa, for I had tried numerous remedies without success. I find nothing picks me up so quickly as a cup of Dr. Tibbles' Vi-Cocoa after I have had a stiff day's work in school. You are at liberty to make what use you like of this letter, and I shall be glad to testify personally to anyone what a real boon your excellent food beverage has proved to me.

Remain
Yours faithfully
Leonard Caselton

Now, it should be remembered that the man or woman with the strongest nervous system wins in the battle of life, for the nervous system controls and directs all the powers of a vigorous existence. This being the case, the duty of all is to strengthen this controlling power and it has been proved by the experience of Mr. Caselton

that nothing has been so effective in doing this as Dr. Tibbles' Vi-Cocoa.

Another letter recently to hand from this gentleman says that all his friends whom he had induced to give Dr. Tibbles' Vi-Cocoa a trial have invariably "stuck to it," as have many thousands of others. Hence the phenomenal success of this wonderful Food Beverage. "I am still remarkably free from headaches, and am still letting the teapot severely alone. If at any time a representative would like an interview with me I should be happy to grant same, as I feel I could tell him much more about my case and the happy results of taking on Dr. Tibbles' Vi-Cocoa, and you would be at perfect liberty to use any information I might give him. I am constantly being questioned—I may say 'heckled'—as to the *bonâ-fides* of my unsolicited testimonial; but in every case I think I have succeeded in convincing my friends. I am sure you would be of the same opinion as myself did you but know all I have suffered in the past."

The replenishing of the system from the wasting of tissues which is going on every day can only be accomplished by the proper assimilation of food.

It cannot be done with medicine. It can, however, be accomplished with a perfect, flesh-forming, palatable, and agreeable Food Beverage. Dr. Tibbles' Vi-Cocoa is such a Food Beverage, possessing, as it does, wonderful nourishing, strengthening, and stimulative powers, unsurpassed by any other Food Beverage. Dr. Tibbles' Vi-Cocoa is not a medicine. It does simply what it is claimed to do, and its strengthening powers are being recognised, as we have said, to an extent hitherto unknown in the history of any preparation.

Merit, and merit alone, is what is claimed for Dr. Tibbles' Vi-Cocoa, and the proprietors are prepared to send to any reader who names this pamphlet (a postcard will do) a dainty sample tin of Dr. Tibbles' Vi-Cocoa free and post paid.

Dr. Tibbles' Vi-Cocoa, 6d., 9d., and 1s. 6d. Can be obtained from all Grocers, Chemists, and Stores, or from Dr. Tibbles' Vi-Cocoa (Limited), 60, 61 and 62, Bunhill Row, London, E.C.

The "COURT CIRCULAR" says:—

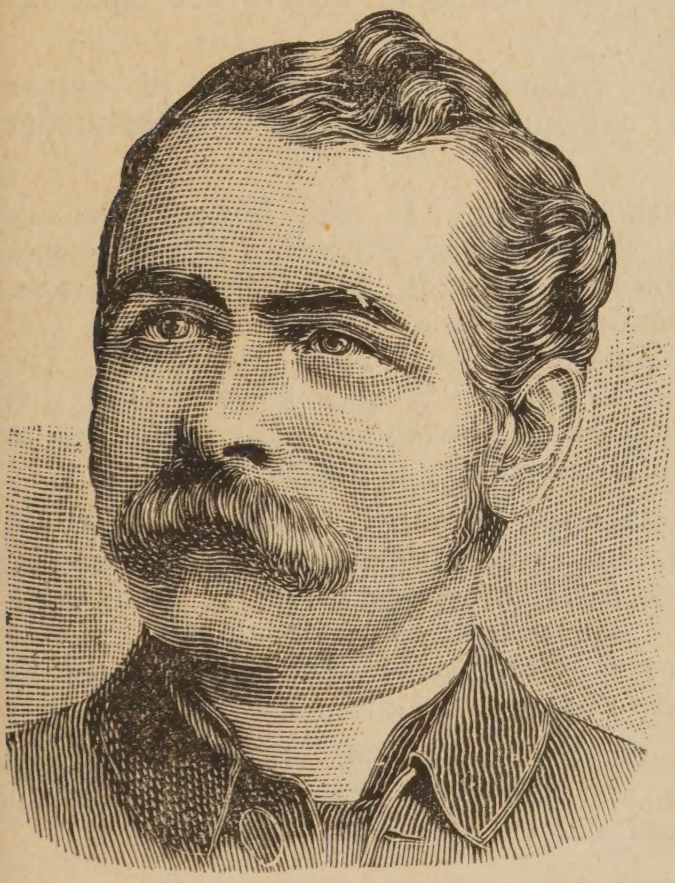
"Dr. Tibbles' Vi-Cocoa is a preparation of Cocoa, Kola, Malt, and Hops. To anyone acquainted with dietetics, it will be evident that in those component parts you have four of the most sustaining and most nutritious articles of diet that can be amalgamated. That will be admitted, but the question will be asked 'Is it palatable?' The answer is—'It is more than palatable, it is absolutely delicious.'"

A WELL-KNOWN EVANGELIST

AND

DR. TIBBLES' Vi-Cocoa

THE following unsolicited testimonial from the well-known Evangelist, H. Powers, 1, Fountain Villas, Fountain Road, Hull, has been received:—



"I desire to add my testimony to the splendid qualities of Dr. Tibbles' Vi-Cocoa. For many years I have been taking tea three and four times daily, but for several months I have taken Dr. Tibbles' Vi-Cocoa in the place of tea, with the result that my nerves are stronger, and I am better able to do my work and with less fatigue. I hold, as a rule, three services every Sunday, and preach almost every night in the week, and since I began to take Dr. Tibbles' Vi-Cocoa I can do my work with perfect ease. I can highly recommend Dr. Tibbles' Vi-Cocoa to ministers, evangelists, and all public speakers."

Without having recourse to drugs, medicines, or the many so-called curatives which are foisted upon the public, the tonic and stimulant powers of an inexpensive and reliable food beverage such as Dr. Tibbles' Vi-Cocoa should be relied upon. It is no matter whether mental or physical labour is meant, or even if an excess of either has to be accomplished, causing undue jadedness and tiredness, with disinclination for further mental effort or physical exertion, Dr. Tibbles' Vi-Cocoa will be found invaluable.

DRUGS WON'T DO.

Free Trial of Something that Will Do.

YOU would be perfectly astonished if you were made aware of the many thousands of pounds absolutely thrown away from year to year upon so-called curatives that are foisted upon a public only too willing to believe the specious arguments laid before them.

The replenishing of the system from the wasting of tissues which is going on every day can only be accomplished by the proper assimilation of food.

It **cannot** be done with medicine. It can, however, be accomplished with a perfect, flesh-forming, palatable, and agreeable Food Beverage. Dr. Tibbles' Vi-Cocoa is such a Food Beverage, possessing, as it does, wonderful nourishing, strengthening, and stimulative powers, unsurpassed by any Food Beverage. Dr. Tibbles' Vi-Cocoa is **not** a medicine. It does simply what it is claimed to do, and its strengthening powers are being recognised to an extent hitherto unknown in the history of any preparation.

Merit, and merit alone, is what we claim for Dr. Tibbles' Vi-Cocoa, and we are prepared to send any reader who names this pamphlet (a postcard will do) a dainty sample tin of Dr. Tibbles' Vi-Cocoa free and post-paid. There is no magic in all this. It is a plain, honest, straightforward offer. It is done to introduce the merits of Vi-Cocoa into every home.

Dr. Tibbles' Vi-Cocoa, 6d., 9d., and 1s. 6d. It can be obtained from all chemists, grocers, and stores, or from Dr. Tibbles' Vi-Cocoa, Limited, 60, 61, and 62, Bunhill Row, London, E.C.

"GREAT THOUGHTS."

"Here, as of old, necessity has proved the mother of invention, and the pressure of the age is met with an antidote. If Vi-Cocoa were to take the place of tea or coffee as a morning and evening beverage in every home, we should soon see a healthier and more vigorous England."

A L.N.W. RAILWAY GUARD

AND DR. TIBBLES' Vi-Cocoa

MR. SAMUEL REEVES, L.N.W. Railway Guard, Stafford Station, writes:

"For the last few years I have not been able to take any breakfast first thing in a morning, so I commenced taking a basin of Dr. Tibbles' Vi-Cocoa before going out on a journey. I had not done so many mornings before I wanted something to eat with it, and now I want my couple of rashers of good fat bacon every morning when I am out early. I am a L. and N.W. Railway passenger guard, and exposed to cold a great deal. I can honestly and heartily recommend it to anyone, especially my fellow railway-men, as a grand thing to take."

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MEDICAL TESTIMONY.

The "BRITISH MEDICAL JOURNAL" says:

"VI-COCOA is a very palatable beverage of great stimulating and sustaining properties."

The "LANCET" says:—

"Vi-Cocoa must be assigned a place in the front rank of really valuable foods, since it is the embodiment of all the numerous principles contained in malt, hops, kola, and cocoa . . . of distinct value as a restorative and stimulative food."

The "MEDICAL MAGAZINE" says:—

"Medical practitioners will find a valuable weapon in Dr. Tibbles' Vi-Cocoa in combating the various conditions of nervous exhaustion and enfeebled digestion. The ingredients of which it is composed are carefully selected, and of undoubted purity and strength."

The "POPULAR MEDICAL MONTHLY" says:—

"Dr. Tibbles' Vi-Cocoa is an excellent combination of kola and cocoa, and it not only gives the nutritious and sustaining properties, but, having hops incorporated with it, it acts as a tonic and is soothing, while the addition of malt neutralises all the starchy matter, and so considerably assists weak digestions."

NURSES OF ENGLAND

AND DR. TIBBLES' Vi-Cocoa

NURSE PERE, 2, Hawley Street, Chalk Farm Road, N.W.: "I like Dr. Tibbles' Vi-Cocoa very much, and will recommend it to all my patients. Our doctor here and my cousin, who is a public analyst, say it is very good."

Nurse COLLINGWOOD, 14, Airlie Gardens, Kensington, W.: "I have taken Dr. Tibbles' Vi-Cocoa each morning, and I am pleased to say I feel much better for it. I think it is all that you represent it to be, and I will certainly recommend it to all I can."

Nurse RAYMOND, 33, Dalton Street, Hulme, Manchester: "I have tested Dr. Tibbles' Vi-Cocoa, and may say that I have never tasted anything to equal it. I shall have much pleasure in recommending it to any patients that I nurse."

THE WONDERFUL FOOD BEVERAGE.

DO not use drugs, medicines, and so-called curatives.

What! Is there any other means by which tone and vigour can be promoted, and the rosy cheeks natural to health restored?

Certainly. There is a valuable discovery that meets your case entirely.

But what if I have much and hard work to do?

It is no matter whether physical or mental labour is meant, or even if an excess of either has to be accomplished, causing undue jadedness and tiredness, with disinclination for further effort or exertion—in any case the discovery referred to will be of inestimable service to you.

Ah! but I want something that is pleasant and nice, not nasty or unpleasant, nor, on the other hand, sickly and insipid. Have you this?

Yes! your needs can be satisfied to the letter. The evidence of medical men and the public is conclusive on this point.

What does this evidence prove?

It proves that Dr. Tibbles' Vi-Cocoa as a Food Beverage possesses nutrient, restorative and vitalising properties which have hitherto been non-existent.

It aids the digestive powers, and is invaluable to tired men and delicate women and children.

It has the refreshing properties of fine tea, the nourishment of the best cocoas, and a tonic and recuperative force possessed by neither, and can be used in all cases where tea and coffee are prohibited.

It is not a medicine, but a unique and wonderful Food Beverage, prepared from Kola, Cocoa, Malt, and Hops.

The wonderful African Kola Nut which it contains has concentrated powers of nutriment, and imparts stamina and staying powers, adds to powers of endurance, and enables those who use it to undergo greater physical exertion and fatigue.

But the Expense?

You can try it free of expense. Merit alone is what is claimed for Dr. Tibbles' Vi-Cocoa, and the proprietors are prepared to send to any reader who names this pamphlet a dainty sample tin of Dr. Tibbles' Vi-Cocoa free and post-paid. There is no magic in all this. It is a plain, honest, straightforward offer. It is done to introduce the merits of Vi-Cocoa into every home. Dr. Tibbles' Vi-Cocoa is not sickly or insipid like the ordinary cocoa extracts; on the contrary, it has a pleasant and distinct flavour all its own, and which is much liked. It has all the refreshing properties of fine well-made tea, but with a hundred times its nourishment.

All Men and Women

who have to be exposed to the bleak uncertainty of our trying climate should fortify themselves before they face their daily toil with Dr. Tibbles' Vi-Cocoa, and they can then brave cold in winter and heat in summer with equanimity. The writer speaks from personal experience and from observation of beneficial effects on others. *Tea* opens the pores and temporarily excites, *coffee* stimulates the action of the heart, while Dr. Tibbles' Vi-Cocoa gives strength, stamina, and builds up and strengthens the lung tissues. It is indeed a wonderful food beverage. Nothing has ever been discovered that can approach it in giving lightness of heart, joy of life, fleetness of foot, and that general feeling of comfort which only comes from a full capacity to enjoy every pleasure—moral, intellectual, and physical.

WHAT TO EAT, DRINK, AND AVOID.

BY A FOOD SPECIALIST.

DIET—Under this head we will consider what is the best. Every man or woman must be a law unto themselves as to what to eat, drink and avoid. The saying "One man's meat is another man's poison" is very true, and the time of year, and the climatic surroundings have much to say in the matter. In the Arctic regions you can eat and relish fats or fat mixtures such as would be fatal to you in the tropics. Why do our countrymen suffer so much from liver complaint? It is because our insular training in the British Isles has induced a love for roast beef, spirits and strong beers, and we indulge in these with one result, liver complaint. Were we only rational and adapted our diet to our surroundings we would lead healthier, happier lives. Were we to a great extent to shun animal food we would be healthier.

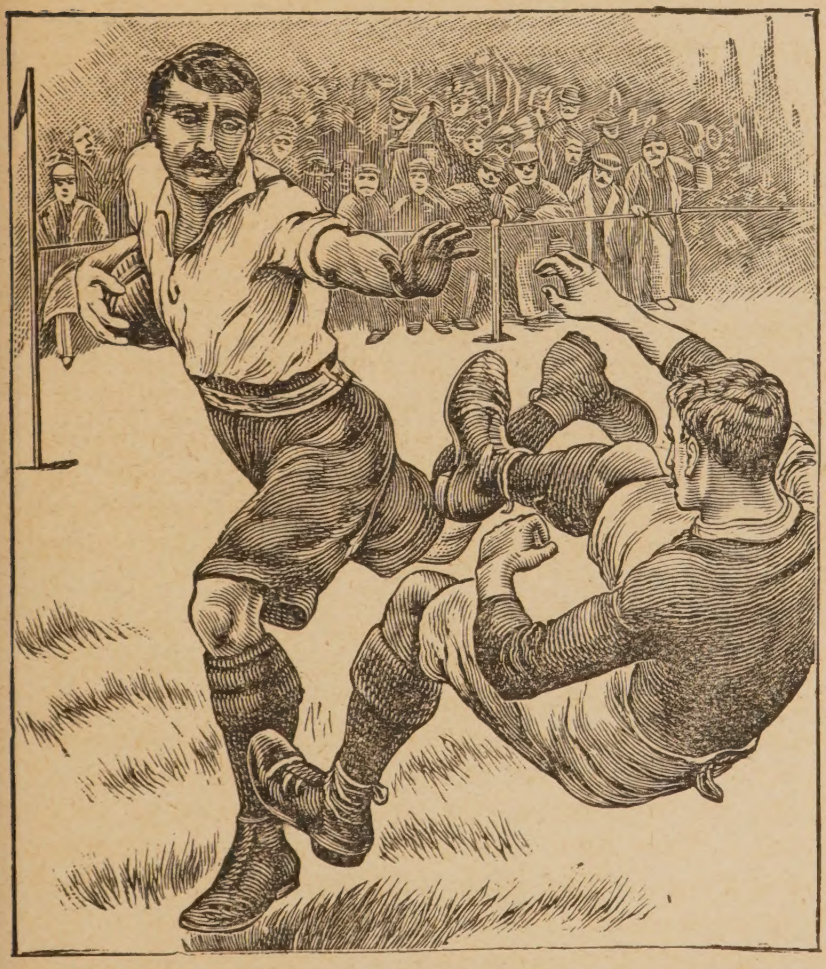
The foregoing observations lead us up to consider why Dr. Tibbles' Vi-Cocoa acts so beneficially on the liver. Dr. Tibbles' Vi-Cocoa has in it the four ingredients of a purely vegetable extraction, and while these in combination act most beneficially on the liver, they cannot, in any sense of the words, be either considered drugs or medicines. They are neither more nor less than strengthening nourishing restoratives. They give tone and vigour to every organ of the body, while at the same time they build up the whole constitution in a way that has never been done before. This purely vegetable blend not only stimulates the liver to a proper discharge of its functions, but it builds up its various tissues to the highest pitch of efficiency.

Merit, and merit alone, is what we claim for Dr. Tibbles' Vi-Cocoa, and we are prepared to send to any reader who names this pamphlet a dainty sample tin of Dr. Tibbles' Vi-Cocoa free and post-paid. There is no magic in all this. It is a plain, honest, straightforward offer. It is done to introduce the merits of Vi-Cocoa into every home. Dr. Tibbles' Vi-Cocoa as a concentrated form of nourishment and vitality is invaluable; nay, more than this; for to all who wish to face the strife and battle of life with greater endurance and more sustained exertion, it is absolutely indispensable.

THE LEICESTERSHIRE ATHLETIC AND CYCLE CLUB

AND

DR. TIBBLES' VI=COCOA.



Mr. F. C. TOONE, Hon. Sec., Leicestershire Athletic and Cycle Club, "Wheat Sheaf," Gallowtree Gate, Leicester, confirms in a very striking manner the statement made in this book, viz., that all athletes desirous of becoming shining lights in any branch of sport should fortify themselves with Dr. Tibbles' Vi-Cocoa.

Mr. TOONE says: "It is with feelings of pleasure that I write to bear testimony to the excellency of Dr. Tibbles' Vi-Cocoa for athletes. I have tried it and found it invaluable whilst training. I recommend it to athletes with great confidence, as I am sure it augments the power of endurance. In my honest opinion it imparts stamina and staying powers, and is an excellent beverage."

"GOOD HEALTH" says:—

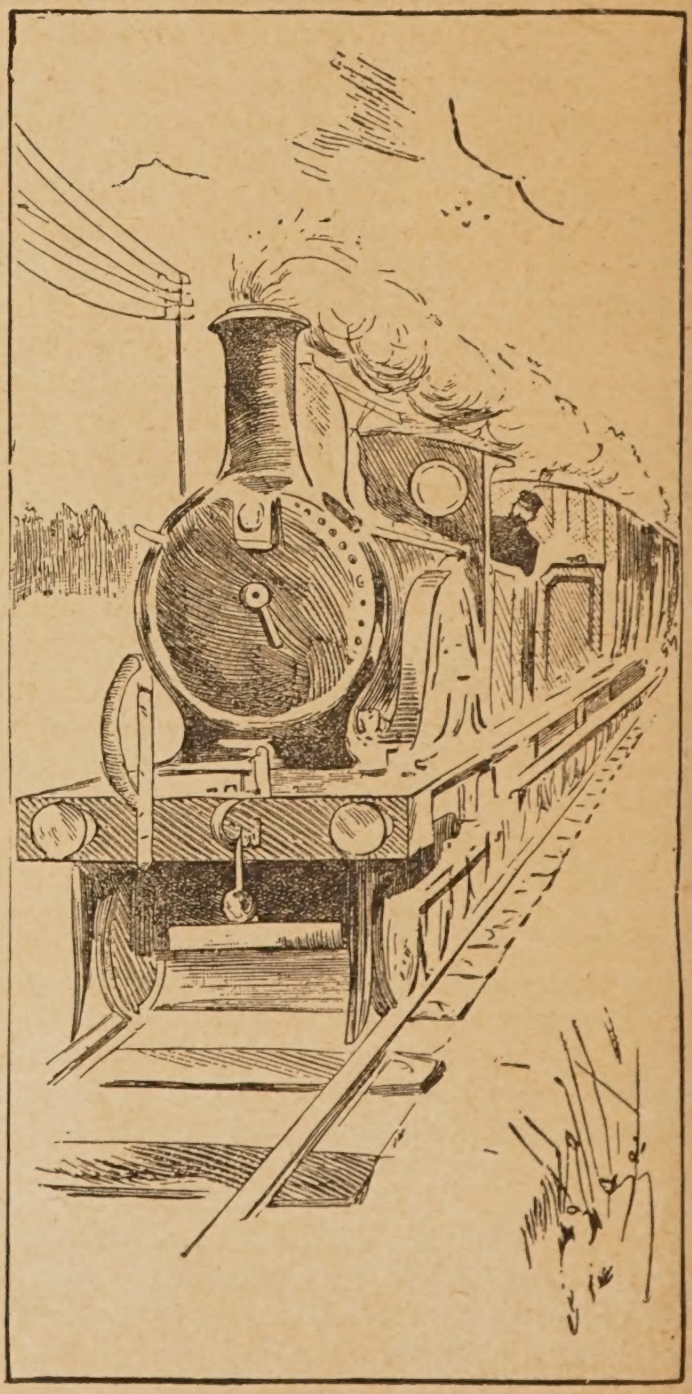
"Dr. Tibbles' Vi-Cocoa is a combination of Malt, Hops, Kola, and Cocoa, and is very palatable. Having regard to the qualities of the Kola, it is calculated to form an ideal beverage for athletes, cricketers, cyclists, etc. Try it!"

AN ENGINE DRIVER

AND DR. TIBBLES' VI-Cocoa

THE remarkable case of the L.N.W.R. guard published on page 11 is corroborated by that of Mr. H. Cox, an engine driver, of 7, Clapton, near Thrapstone, Northamptonshire.

Mr. Cox writes: "I have great pleasure in testifying to the value of Dr. Tibbles' Vi-Cocoa. It is a wonderful preparation. I am an engine-driver by profession, and often have to breakfast at four in the morning. I often get so exhausted that I scarcely know how to bear it. I could then hardly look at my food, let alone eat it, but since using your wonderful Food Preparation this horrid feeling has disappeared. Dr. Tibbles' Vi-Cocoa is a strengthening and sustaining beverage, and I shall recommend it to all my fellow-workers. You can make what use you like of this. It is a poor testimonial, but true."



THE DAILY WASTE OF ENERGY.

ANÆMIA is either a deficiency of red-blood corpuscles, or a shrinkage of them due to defective assimilation, or an impaired condition due to disease.

Anæmia is generally to be found in the growing period. Young persons of both sexes suffer more from this disease than when maturity has been reached, although it is sometimes found in persons advanced in years who have neglected the laws of hygiene, or, from the nature of their occupations, are confined to badly ventilated sleeping and working rooms.

Thus it will be found more prevalent in cities than in the country. Anæmia will be found in young people who have to work in factories, who have to breathe vitiated air, and who neglect, or do not from ignorance supply, the necessary aliment of food and drink to maintain and restore the daily waste of energy necessary to support the labour either of brain or hands.

The natural consequences of neglecting the fundamental laws of health is a visible pallor—a diminution of roundness and firmness in the muscles, and a lassitude and a sinking weariness which unfits the individual to do his or her daily work either of brain or hand.

The replenishing of the system from the wasting of tissues which is going on every day can only be accomplished by the proper assimilation of food.

It cannot be done with medicine. It can, however, be accomplished with a perfect, flesh-forming, palatable, and agreeable Food Beverage. Dr. Tibbles' Vi-Cocoa is such a Food Beverage, possessing, as it does, wonderful nourishing, strengthening, and stimulative powers, unsurpassed by any other Food Beverage. Dr. Tibbles' Vi-Cocoa is not a medicine. It does simply what it is claimed to do, and its strengthening powers are being recognised to an extent hitherto unknown in the history of any preparation.

Merit, and merit alone, is what we claim for Dr. Tibbles' Vi-Cocoa, and we are prepared to send to any reader who names this pamphlet (a postcard will do) a dainty sample tin of Dr. Tibbles' Vi-Cocoa free and post-paid. Dr. Tibbles' Vi-Cocoa, as a concentrated form of nourishment and vitality, is invaluable; nay, more than this; for to all who wish to face the strife and battle of life with greater endurance and more sustained exertion, it is absolutely indispensable.

A ROYAL ARTILLERY SERGEANT AND

DR. TIBBLES' Vi-Cocoa

SERGEANT ISAAC CHAPMAN, Royal Artillery, the Barracks Newport, Mon., writes: "I have continued the use of Dr. Tibbles' Vi-Cocoa and can testify to its good qualities. I have marched long distances (recently sixteen miles in four hours) on nothing save one pint of Dr. Tibbles' Vi-Cocoa, without any apparent fatigue. Not only that, but it has been the principal means of making me a teetotaller. I shall have great pleasure in recommending it to all as a beverage pleasant to the taste and of remarkable sustaining qualities."

It is Palatable and Agreeable.

In Dr. Tibbles' Vi-Cocoa (which is the best of cocoas, and much more) you have a distinct and pleasant flavour, quite new, and decidedly refreshing and agreeable, whilst wholly free from the objection of being either sickly or insipid. People who have tried it tell us so. As a natural consequence, thousands of people who could not take cocoa before can now take Dr. Tibbles' Vi-Cocoa with enjoyment and positive benefit. And as the knowledge of its merits are more generally known, Dr. Tibbles' Vi-Cocoa must necessarily become a natural beverage, to the certain advancement of British health and vigour. And all will agree that this is a consummation devoutly to be desired. The tannic acid and other deleterious acids to be found in tea are altogether absent in Dr. Tibbles' Vi-Cocoa. It doesn't drag you down and injure your health. No! It builds you up and cheers your spirits. It tends to make you heartier and stronger, fitting you for greater endurance and more sustained exertion.

Women Who Tell Us So.

Mrs. Christopher Wiggins, Market Street, Charlbury, Oxon, writes:—"I think Dr. Tibbles' Vi-Cocoa an ideal food, and just the form of nourishment suited to a weak digestion."

Mrs. M. C. Buchanan, The Manse, Eaglesham, Glasgow, writes:—"It gives me much pleasure to say that Dr. Tibbles' Vi-Cocoa is the nicest cocoa I have ever tasted, and I mean to use it regularly."

Nurse Gillingham, The Newlands, Bournemouth, writes:—"I have tried Dr. Tibbles' Vi-Cocoa and find it a very pleasant and sustaining beverage. I shall continue to take it in the future, instead of other cocoas, and shall speak of it to all my patients."

Miss A. Towers, 38, College Place, Chelsea, S.W., writes:—"I desire to express my personal gratitude to Dr. Tibbles for having given to the world such an immensely good and reliable preparation as I have found his 'Vi-Cocoa' to be, and I have tried to show my appreciation in a practical manner by recommending its use to quite a number of literary and artistic people, whom my business duties bring me daily into contact with."

DR TIBBLES' Vi-Cocoa

MOTHERS and CHILDREN.

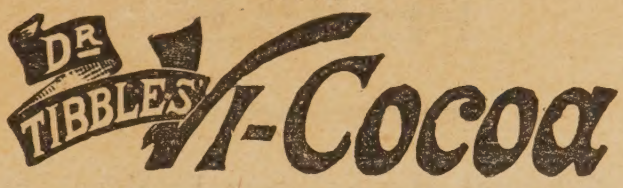
Mothers who would have their children in good health should give them, morning and evening, Dr. Tibbles' Vi-Cocoa made with hot milk.

The case of one nursing mother is typical of many others. In this case it was found necessary after the first few weeks to give the infant artificial food. After doing this for some time, the mother was persuaded to try Dr. Tibbles' Vi-Cocoa, it being considered that its nutritious and sustaining properties would be found beneficial. These anticipations were realised, for after using Vi-Cocoa for a short time, the mother was enabled to again feed the infant naturally, and the child became thriving and healthy.

Pleasant and palatable, and embodying the numerous principles contained in Malt, Hops, Kola, and Cocoa.

THE PRESS, THE PUBLIC.

AND



NEWS.

"Vi-Cocoa is a new preparation, but one that is destined, we think, to become widely known. It is a mixture of choice cocoa, malt, hops, and kola, the latter noted for its great sustaining powers, and as a nourishing and stimulating drink for children and adults it is recommended by the highest medical authorities. We have given the cocoa an extended trial, and we are perfectly satisfied that it is what it claims to be, a perfect food beverage, eminently suitable for delicate persons and for those whose occupation demands much physical or mental work."

PENNY ILLUSTRATED PAPER.

"Good nutritious food is at no period of the year so essential as at present. Under this head must now be included Dr. Tibbles' Vi-Cocoa. Prepared from malt, hops, kola, and cocoa, Vi-Cocoa is as sustaining and strengthening as it is refreshing. It should become a prime favourite in thousands of British households."

PEARSON'S WEEKLY.

"Attention has been drawn recently in athletic circles to the marvellous properties of the African kola nut. This kola nut, it appears, plays an important part in the social life of African tribes. An interchange of white kola nuts between two chiefs is indicative of friendship and peace, while the sending of the red kola nut is an act of defiance and war. An offer of marriage is often accompanied by a present of a white kola nut for the mother of the lady; the return of the white kola nut means acceptance of the suitor, whilst if a red kola nut is returned it indicates rejection. The absence of kola nuts from the marriage feast would endanger the whole proceedings. When sworn, the negro stretches out his hands over kola nut seeds while he swears, and eats them afterwards. It is only of comparatively recent years, however, that this product has been appreciated as it should be in Europe. The principal substance of this nut is now being offered for sale in this country as 'Dr. Tibbles' Vi-Cocoa.'"

LADIES' GAZETTE.

"Dr. Tibbles' Vi-Cocoa is much more refreshing than rich, thick chocolate, of which one tires so quickly; and apart from its strengthening qualities, it can claim the advantage of being not only palatable, but easy of preparation."

Mr. ROSER, 103, Templar Street, Leeds:
"Dr. Tibbles' Vi-Cocoa is a good preparation, and far better than any other I have tasted. I have used it every day till now."

Mr. T. W. HOLLEY, Tea Dealer, Leiston, Suffolk:
"Dr. Tibbles' Vi-Cocoa is the best I have ever sold, and it is far superior to any I have drunk."

Mrs. E. HILL, 31, Pease Street, Darlington:
"I consider Dr. Tibbles' Vi-Cocoa the best I ever tasted, my husband being also of the same opinion. I have recommended it to my relatives and friends as good and sure to please. It contains none of the greasy taste which I, along with many others, object to in most preparations of a similar nature."

Miss E. WILLIAMSON, 167, Beresford St., Camberwell:
"I have used Dr. Tibbles' Vi-Cocoa, and have found much benefit from it in case of anæmia, from which I have suffered for seven years. I shall always recommend it to all who suffer from the same complaint."

Mr. M. THOMPSON, The Cottage, Preshute, Marlborough:
"I think Dr. Tibbles' Vi-Cocoa tastes delicious. It is much nicer than any other similar preparation I have ever tasted, and quite lacks their sickly taste."

Mr. J. ROBERTSON, 2, George Street, Montrose:
"I have used Dr. Tibbles' Vi-Cocoa, and find it to be the best I have ever had"

Mr. J. NUGENT, 13, Rose Street, Morecambe:
"I am very pleased with your attractive little book on cocoa. I am advocating the use of cocoa everywhere I go. I am very glad you speak strongly against tea, and I hope that when you have another edition printed you will have much more to say against tea, and advise mothers not to give it to their children, and to abstain from it altogether while suckling. In fact, you might make a very strong point of that, telling them that tea not only poisons them, but also the innocent babe, and that there is nothing better for nursing mothers than your preparation."

Mr. H. WOODROW, 3, Magdalen Street, Norwich:
"The flavor of Dr. Tibbles' Vi-Cocoa is very nice."

THE BEVERAGE OF THE PEOPLE.

LET us glance at the ordinary breakfast beverages of the people.

Tea, even if properly infused, is only a stimulant. It is not a nourishing beverage, and as usually decocted is washy, trashy, and deleterious.

Coffee, even when of the best, and prepared in perfection as you will find in the East, where Mahommedans are forbidden by their religion to use alcohol, is only a *cardiac* or heart stimulant. It increases for a short time the power of that organ without being in any sense of the word a nourishing beverage.

Cocoa.—The ordinary cocoa is not by any means a nourishing beverage. Its good qualities either in the English or foreign varieties are smothered in starch and sugar that induce and promote indigestion.

Dr. Tibbles' Vi-Cocoa is a nourishing beverage, containing four great restorers of vitality : Cocoa, Kola, Hops, and Malt. It stands out as a builder-up of tissues, a promoter of vigour, and in short it has all the factors which make robust health. Being a deliciously flavoured beverage it pleases the most fastidious palate. Its active powers of diastase give tone to the stomach, and promote the flow of gastric juice, and however indigestible the food taken with it at any meal, it acts as a solvent and assimilative.

All the leading medical journals recommend Dr. Tibbles' Vi-Cocoa, and Dr. G. H. Haslam writes :—" It gives me great pleasure in bearing testimony to the value of Vi-Cocoa, a mixture of Malt, Hops, Kola, and Caracas Cocoa Extract. I consider it the very best preparation of the kind in the market, and as a nourishing drink for children and adults, the finest that has ever been brought before the public. As a general beverage it excels all previous preparations. No house should be without it."

Dr. Tibbles' Vi-Cocoa, 6d., 9d., and 1s. 6d. Can be obtained from all chemists, grocers, and stores, or from Dr. Tibbles' Vi-Cocoa, Limited, 60, 61 and 62, Bunhill Row, London, E.C.

As an unparalleled test of merit, a dainty sample tin of Dr. Tibbles' Vi-Cocoa will be sent free on application to any address, if when writing (a postcard will do) the reader will name this pamphlet.

WHICH IS YOUR FAVOURITE JOURNAL?

FREE Simply write the name of one of the following Journals on a Postcard and send the same with your Name and Address to Dr. Tibbles' Vi-Cocoa. Ltd., 60, 61, and 62, Bunhill Row, London, E.C., when a dainty Sample Tin will be sent Post Free to any Address.

This unprecedented offer of a Free Sample is made as a means of introducing so palatable and invigorating a preparation into every home. All the above influential Journals recommend Dr. Tibbles' Vi-Cocoa as a delicious beverage for Breakfast and Supper.

DR TIBBLES' Vi-Cocoa

THE STRUGGLE FOR EXISTENCE.

Where there is brain-fag and utter limpness, what is to be done? This is the time that Dr. Tibbles' Vi-Cocoa plays such an important part. It not only revives the exhausted nervous system, but it gives tone to what we may call the fountain of life and vigour.

The tired student, the exhausted professional man, the teacher, are revived, restored, and strengthened by Dr. Tibbles' Vi-Cocoa.

☞ **Can be obtained from all Grocers, Chemists, and Stores, 6d., 9d., and 1s. 6d. Dainty Sample Tin Free on application (a postcard will do) to—**

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